

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-3 (Canceled).

Claim 4 (Currently Amended): The LCD billboard according to claim ~~4~~ 5, wherein the lighting device ~~(7)~~ possesses only ~~two~~ positions with reference to the billboard (1), namely a single active lighting position ~~(16)~~ and a single inactive position, ~~i.e. comprising a~~ reserve position ~~(17)~~ or a ~~counter-sunk~~ recessed position ~~(18)~~ with reference to the board.

Claim 5 (New): A large-area LCD billboard for outdoor advertising comprising:

(a) a board having a viewer side comprising reflective LCD elements having a luminosity dependent on intensity and direction of lighting;

(b) an artificial lighting device provided on said board comprising a plurality of lamps for illuminating the board from the viewer side for periods when sunlight falling on the board is insufficient;

(c) motorized activation means connected to said lighting device for physically moving the lighting device out of a beam path of the sunlight falling on the board via tilting, flipping or pulling the lighting device away from the beam path; and

(d) a control system with a light sensor for activating the activation means.